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The 'right' side of creativity:

Creative personality and social risk-taking predict political party affiliation

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### Abstract

Factors that predict political party affiliation are of particular importance in research due to the wider implications in politics and policy making. Extending this line of work, the idea that creativity predicts party affiliation was tested using two conceptualizations of creativity: creative personality and creative ideation. Participants (N = 406) based in the US completed measures of creativity, socio-political attitudes, domain specific risk-taking and indicated their party affiliation. Results revealed a significant link between creative personality and political party affiliation. Furthermore, in addition to the socio-political attitudes, this link was explained, in part, by individuals' social risk-taking. Specifically, individuals with higher scores on creative personality were more likely to affiliate to the Democratic party, whereas the reverse was true for affiliation to the Republican party. This article provides new insights into factors that predict political party affiliation and presents wider social implications of the findings.

*Keywords:* party affiliation, creativity, risk-taking, social risks, right-wing ideology

The 'right' side of creativity:  
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During the 2016 US presidential election, a significant number of creative individuals (artists, filmmakers, musicians, etc.) came out in support for Hillary Clinton, while Donald Trump garnered comparatively limited support from the creative community (Cordileone, 2016). This observation raises an important question - is creativity linked to political party affiliation? Previous research has demonstrated that party affiliation is predicted by socio-political attitudes (Duckitt & Sibley, 2016; Van Hiel & Mervielde, 2002) which in turn can be predicted by factors such as rigidity, intolerance of ambiguity (Van Hiel, Onraet, & De Pauw, 2010), openness to experience (Jost, Glaser, Kruglanski, & Sulloway, 2003), preference for complexity (Eisenman, 1992), and threat perception (Choma, Hanoch, Gummerum, & Hodson, 2013; Duckitt, 2006; Jost et al., 2003). Interestingly, these factors are also linked to creativity and risk-perception (Choma & Hodson, 2017; Jauk, Benedek, & Neubauer, 2014). Yet there is little data on how these constructs predict party affiliation. To address this issue, the association between creativity and party affiliation was examined along with the role socio-political attitudes and risk-taking play in this association.

Creativity, for the most part, has been difficult to operationalize. Previous research has proposed several dimensions of creativity (and associated measures) (Runco, 2014). Of these, two have been particularly significant in expanding our understanding: creative personality and creative ideation. The theory of creative personality rests on the idea that the existence of several personality traits such as openness and preference for novelty predict a person's creativity (Gough, 1979). Based on this theory, Gough created a checklist of adjectives which could discriminate individuals who scored higher on other measures of creativity such as real-life achievements or creative interests from those who scored lower on these measures. In contrast, creativity has been conceptualized as a behavior, and can be explored by the frequency

of generating creative ideas in daily life (Runco, Plucker, & Lim, 2001). It is theorized that ideas are creative outputs which are a product of divergent, creative thinking. The Runco ideational behavior scale consists of items which describe actions and activities (behaviors) that are a reflection of the appreciation and use of creative ideas.

### **Creativity and Socio-political attitudes**

Based on empirical evidence, two relatively independent dimensions of socio-political attitudes have been proposed (Duckitt, 2001). These dimensions are best captured by their related constructs: right-wing authoritarianism (RWA; Altemeyer, 1998) and social dominance orientation (SDO; Pratto, Sidanius, Stallworth, & Malle, 1994). Higher RWA characterizes a socio-political attitude which features a high level of conventionalism, absolute submission to the established and legitimate authorities, and aggression in the name of these authorities (Altemeyer, 2006). Higher RWA has been related to social conservatism or traditionalism as compared to liberalism, personal freedom, openness, and autonomy. Previous studies have also shown that RWA is correlated positively with racial prejudice, rigidity, and intolerance of ambiguity (Duckitt & Sibley, 2010b; Jost et al., 2003).

Given the positive relationship between RWA and these traits, as well as the negative link between them and creativity; it can be expected that RWA will be negatively associated with creativity. However, research evaluating this possibility has been scarce and only provides indirect support for this hypothesis. For example, a meta-analysis of the association between right-wing ideological attitudes and cognitive complexity revealed that there was a preference for simplicity among those scoring higher in right-wing ideologies (Van Hiel et al., 2010). Similarly, liking David Duke (a former leader of the Ku Klux Klan and Nazi sympathizer) was associated positively with liking simplicity in polygons which in turn has been shown to be associated with lower creativity (Eisenman, 1992). Eisenman argued that “creative people tend to look at issues in a more complex way and should be somewhat immune to simplistic or

authoritarian-like appeals” (Eisenman, 1992, p. 19). Rubinstein (2003) showed the existence of strong negative correlations between authoritarianism and divergent thinking (as a measure of creativity). Another study (Bayard-De-Volo & Fiebert, 1977) found a negative link between divergent thinking scores of pre-school children and parental authoritarianism.

However, in the studies reviewed above, creativity has been inferred rather than measured directly. For instance, creativity was typically measured through a ‘preference for complexity’, ‘openness to experience’ or as an ability for ‘divergent thinking’. Thus, despite a consistent set of findings on the relationships between authoritarianism and divergent thinking or preference for complexity as measures of creativity, it remains unknown whether this relationship extends (and generalizes) to other dimensions of creativity such as creative personality or creative ideation. To bridge this gap, in the present study creativity was treated as a multidimensional trait with the aim of delineating the nature of the relationship between two measures of creativity and RWA. It was hypothesized that both measures of creativity would show a negative relationship with RWA.

Complementary to RWA, SDO is defined as an individual tendency to view groups in hierarchical terms and a belief that some groups are inherently superior to other groups (Ho et al., 2015). SDO has been shown to consist of two subdomains which are related to a preference for group based dominance (SDO-dominance) as well as a belief in hierarchy, power, and inequality (SDO-antiegaltarianism) (Ho et al., 2015; Pratto et al., 1994). SDO has been shown to be associated negatively with policies such as social welfare, civil rights, and environmental policies that reduce inequality between nationals and foreigners, men and women, rich and middle class, heterosexuals and homosexuals (Islam, 2014). While the link between RWA and creativity has received some (albeit scarce and indirect) attention in the literature, even less is known about the relationship between SDO and measures of creativity. This is surprising since creativity has been found to require intra- as well as inter-disciplinary views and openness to

new experiences; traits that are relatively low among individuals who score higher on SDO (Feist, 1998). Consequently, this is the first study, to our knowledge, to examine these associations.

### **Socio-political attitudes and social risk-taking**

Social risk-taking is a behavior with an uncertainty about the possible benefits or costs associated with the social status of an individual or an enterprise (Trimpop, 1994). For example, speaking your mind about an unpopular issue in a meeting or disagreeing with an authority figure are instances of social risk-taking. Social risk-taking is guided by a perception of risk in situations which involve questioning authority and/or threats to one's social status. Given the manifestation of socio-political attitudes in the form of susceptibility to experiencing uncertainty related threats, conformity to authority, and a need to compete (Choma & Hodson, 2017; Duckitt, 2001; Duckitt & Sibley, 2010a; Jost et al., 2003), it is highly likely that both RWA and SDO might be linked to social risk-taking. Studies investigating the association between threat perception and right-wing ideology have found a link between various domains of risk-taking and right-wing ideology (Choma et al., 2013). Given the importance of social risk-taking in creativity (Tyagi, Hanoach, Hall, Runco, & Denham, 2017), the current research investigated the association between social risk-taking and right-wing ideology, along with the relationships between creativity, right-wing ideology, and party affiliation. It was predicted that social risk-taking would show a positive association with creativity and a negative association with the socio-political attitudes (RWA, SDO). The present investigation benefitted from employing two different dimensions of creativity, two dimensions of socio-political attitudes, domain specific risk-taking, and party affiliation.

### **The path model**

Hypotheses about the relationships between creativity, social risk-taking, socio-political attitudes, and party affiliation were examined in the following path model (Figure 1).

*[Figure 1 placeholder]*

These paths were carefully chosen in line with the previously proposed theory and models. For instance, according to Duckitt's (2001) dual process motivational (DPM) model, measures of socio-political attitudes (RWA and SDO) are not personality traits but dimensions of social attitude and belief which are amenable to change throughout life (Duckitt & Sibley, 2010b). Therefore, consistent with the values-attitude-behavior framework (Homer & Kahle, 1988), RWA and SDO were modeled in the current study as the mediating attitude variables in explaining the nature of the association between creativity and party affiliation. A variable is called mediating when it either fully or partially diminishes the effect of a predictor on the outcome. In this study, creative personality was treated as a predictor while party affiliation was the outcome behavior of interest. Social risk-taking was also modeled as a mediating attitude variable. This is consistent with the theoretical risk return framework that has previously been proposed to explain the likelihood of risk-taking in various domains (Weber, Blais & Betz, 2002). It has also been previously shown that of all the domains of risk-taking, social risk-taking has the strongest relationship with creativity, possibly since most creative endeavors require willingness to risk ones status when creating and presenting ideas or products for consideration by others (Tyagi et al., 2017).



## Method

### Participants

Four hundred six individuals (197 female,  $M_{\text{age}} = 35.07$  years,  $SD = 11.43$ ) anonymously participated in this study on Amazon MTurk (Buhrmester, Kwang, & Gosling, 2011) and were paid \$1. A 1000-run Monte Carlo power simulation of the model (Figure 1) was conducted in order to establish that an expected small to moderate effect size of .15 is significantly different than 0. This simulation suggested that a sample size of 400 observations would yield a desired power ranging from 83% to 85.9% for all the paths in the model. The research protocol received ethical approval from university's institutional review board. All participants were based in the US and were White (78.32%), African American/Black (9.36%), Asian/Southeast Asian/West Asian/South Asian (6.4%), Latin American (4.93%), Mixed (.74%), and Native American (.25%). The data for this study were collected during the week immediately following the US presidential elections in 2016. All participants completed a demographics form and the following measures:

### Right-wing authoritarianism scale (RWA)

A 12-item version of the RWA scale was administered (Altemeyer, 1998). Individuals report their level of agreement with statements probing their authoritarian attitude on a Likert type scale ranging from 1 (strongly disagree) to 7 (strongly agree). Sample items from this scale include: "Our country will be destroyed someday if we do not smash the perversions eating away at our moral and traditional beliefs" and "Everyone should have their own lifestyle, religious beliefs, and sexual preferences, even if it makes them different from everyone else". The RWA scale has been shown to be a reliable measure of authoritarianism with the scale achieving high reliability score (Cronbach's  $\alpha = .94$ ) in the present study.

**Social dominance orientation (SDO<sub>7</sub>) scale**

The SDO<sub>7</sub> scale contains 16-items aimed at measuring the social dominance orientation in two sub-dimensions: SDO-Dominance (SDO-D) and SDO-antiegaltarianism (SDO-AE) (Ho et al., 2015). Sample items from this scale include “Some groups of people must be kept in their place” and “No one group should dominate in society”. Individuals are instructed to report how much they oppose or favor each idea on a scale from 1 (strongly oppose) to 7 (strongly favor). SDO<sub>7</sub> scale also scored high on reliability in the present study with Cronbach’s alpha of .95.

**Creative Personality Scale**

The CPS is a checklist designed to identify individuals with the characteristics of a creative person (Domino & Giuliani, 1997; Gough, 1979). It includes 30 items in the form of adjectives such as “Original”, “Insightful” and “Confident” and the participants are asked to select all the adjectives that apply to them. These are then scored to yield a composite creative personality score. The reliability score for this scale was high with Cronbach’s alpha of .79.

**Runco Ideational Behavior Scale – short form (RIBSs)**

Participants are presented with 19 different questions relating to ideation ability and report how frequently they generate ideas on a five-point scale from 0 (never) to 4 (daily) (Runco et al., 2001). Some of the items on the scale include “Ideas for arranging or rearranging furniture at home” and “Ideas for stories or poems”. Cronbach’s alpha for RIBSs was also high at .89.

**Self-report of creativity**

A standard measure of self-report asked the participants to rate themselves on “How creative are you?” on a scale of one to five ranging from “not creative at all” to “highly creative”.

**The Domain Specific Risk Taking Scale (DOSPERT)**

DOSPERT is a risk-taking questionnaire which measures likelihood of risk-taking in five different domains: Social, Financial, Health-Safety, Ethical, and Recreational (Blais & Weber, 2006). It contains 30 questions, ranging from 'extremely likely' to 'not likely at all' on a seven-point Likert scale. Sample items include "Driving a car without wearing a seatbelt" (health/safety), "Disagreeing with an authority figure on a major issue" (social), "Bungee jumping off a tall bridge" (recreational), "Passing off somebody else's work as your own" (ethical), and "Betting a day's income at a high-stake poker game" (financial). In the present study, the reliability score for this scale was high (Cronbach's alpha for DOSPERT = .89, Social risk-taking = .81).

**Political Party Affiliation**

Participants chose the party that they supported or were most likely to support from a list of major political parties (in the US). These were Democratic party, Republican party, Libertarian party, and Green party. Throughout the rest of this article, participants are referred by the name of the party they chose (e.g. individuals who were affiliated with the Democratic party are referred as Democrats and so on). Only the Republicans and the Democrats were entered in the path analyses in the current study. This was due to the relatively smaller number of individuals who affiliated to either the Green ( $N = 17$ ) or the Libertarian party ( $N = 46$ ) when compared to the Republicans ( $N = 104$ ) or the Democrats ( $N = 221$ ). It is important to emphasize that this is an expected outcome; a majority of people in the US affiliate to either the Democratic or the Republican party.

## Results

Bayesian correlation analysis revealed several statistically supported relationships. Creative personality was correlated positively with risk-taking only in the social domain ( $BF_{10} > 100$ ) (Table 1). Creative ideation was correlated positively with risk-taking in all domains. RWA and SDO were correlated negatively with creative personality (RWA: Pearson's  $r = -.24$ ,  $BF_{10} > 100$ ; SDO-D: Pearson's  $r = -.21$ ,  $BF_{10} > 100$ ; SDO-AE: Pearson's  $r = -.18$ ,  $BF_{10} = 43.66$ ). Creative ideation did not correlate with either RWA or SDO. Social risk-taking was negatively correlated with RWA (Pearson's  $r = -.28$ ,  $BF_{10} > 100$ ), SDO-D (Pearson's  $r = -.27$ ,  $BF_{10} > 100$ ), and SDO-AE (Pearson's  $r = -.21$ ,  $BF_{10} > 100$ ). None of the other domains of risk-taking was correlated with RWA. Financial, health-safety, and ethical risk-taking were correlated positively with SDO-D (Financial:  $r = .22$ ,  $BF_{10} > 100$ ; Ethical:  $r = .31$ ,  $BF_{10} > 100$ ; Health-safety:  $r = .2$ ,  $BF_{10} > 100$ ) and SDO-AE (Financial:  $r = .18$ ,  $BF_{10} = 60.38$ ; Ethical:  $r = .25$ ,  $BF_{10} > 100$ ). Recreational risk-taking was not correlated with either RWA or SDO ( $BF_{10} < .6$ ).

*[Table 1 placeholder]*

### ***Creative personality predicted party affiliation***

Three hundred and forty-three participants were included in a binary logistic regression analysis; 221 Democrats and 104 Republicans. Multicollinearity between variables was not present in the dataset. The full model that included the three measures of creativity (CPS, RIBS, and Self report) was significant,  $\chi^2(3) = 15.4$ ,  $p = .001$ , Nagelkerke  $R^2 = .06$ . Overall, 67.05% of the participants were correctly classified. Creative personality was a significant negative predictor of Republican affiliation. Participants higher on creative personality, were more likely to identify as Democrats. Creative ideation and self-reports of creativity did not significantly predict party affiliation (Table 2).

[Table 2 placeholder]

***Socio-political attitudes mediated the effect of creative personality on party affiliation***

RWA significantly mediated the effect of creative personality on party affiliation (Figure 2a). There was a direct effect of creative personality on party affiliation without the inclusion of the mediator ( $\beta = -.068$ ,  $SE = .017$ ,  $p < .001$ ). Creativity was a significant predictor of RWA ( $\beta = -.08$ ,  $SE = .02$ ,  $p < .001$ ), and RWA was a significant predictor of party affiliation ( $\beta = .43$ ,  $SE = .03$ ,  $p < .001$ ). Although, creativity was still a significant predictor of party affiliation after controlling for the mediator ( $\beta = -.037$ ,  $SE = .015$ ,  $p = .015$ ), bootstrap estimation of the indirect effect (with 10000 samples) indicated that the indirect effect was significant, consistent with a partial mediation effect. Similarly, SDO-D and SDO-anti-egalitarianism were also found to act as partial mediators in the effect of creative personality on party affiliation (Figure 2b and Figure 2c respectively). These results are displayed in Table 3.

[Table 3 placeholder]

***Structural Equation Modeling analyses***

Structural equation modeling was employed to simultaneously investigate the indirect effects of social risk-taking and right-wing ideology on the relationship between creativity and party affiliation (Figure 2).

[Figure 2 placeholder]

The regression analysis of the model M1 (RWA) revealed that both social risk-taking and right-wing ideology had significant indirect effects on the relationship between creative personality and party affiliation. There was a significant specific indirect effect of creative personality on party affiliation through RWA ( $\beta = -.023$ ,  $SE = .009$ ,  $p = .014$ ). Creative

personality was a significant predictor of party affiliation even after controlling for both RWA and social risk-taking ( $\beta = -.012$ ,  $SE = .004$ ,  $p = .002$ ). There was no significant specific indirect effect of creative personality on party affiliation through social risk-taking only, indicating that social risk-taking had an effect on party affiliation exclusively through RWA. Finally, there was a significant total indirect effect of creative personality on party affiliation via social risk-taking and RWA ( $\beta = -.029$ ,  $SE = .01$ ,  $p = .005$ ) (Figure 2a).

Analysis of the model M2 (SDO-D) revealed that there was a significant specific indirect effect of creative personality on party affiliation through SDO-D ( $\beta = -.016$ ,  $SE = .007$ ,  $p = .031$ ). Creative personality was a significant predictor of party affiliation even after controlling for both SDO-D and social risk-taking ( $\beta = -.01$ ,  $SE = .003$ ,  $p < .001$ ). There was no significant specific indirect effect of creative personality on party affiliation through social risk-taking only. Finally, there was a significant total indirect effect of creative personality on party affiliation via both social risk-taking and SDO-D ( $\beta = -.022$ ,  $SE = .009$ ,  $p = .016$ ).

Finally, model M3 (SDO-AE) also revealed a significant specific indirect effect of creative personality on party affiliation through SDO-AE ( $\beta = -.02$ ,  $SE = .009$ ,  $p = .037$ ). Creative personality was a significant predictor of party affiliation even after controlling for both SDO-AE and social risk-taking ( $\beta = -.009$ ,  $SE = .003$ ,  $p = .01$ ). There was no significant specific indirect effect of creative personality on party affiliation through social risk-taking only. As before, there was a significant total indirect effect of creative personality on party affiliation via both social risk-taking and SDO-AE ( $\beta = -.025$ ,  $SE = .01$ ,  $p = .013$ ).

## Discussion

Traits that are positively associated with creativity (such as openness to experience and novelty seeking), are often negatively associated with those that predict conservative political party affiliation (such as socio-political attitudes). However, very little is known about how creativity is directly linked to party affiliation and what factors play a significant role in this relationship. Here, the hypothesis that creativity is a significant predictor of party affiliation and that this relationship is mediated by socio-political attitudes and social risk-taking was tested. Results demonstrated that creative personality predicts party affiliation. On a wider scale, these findings might explain the relatively conservative attitude of Republicans towards the arts and the creative community (compared to the Democrats), such as the frequent opposition to arts funding in budget negotiations (Brooks, 2001; Lewis & Rushton, 2007).

There are crucial ideological differences between the two major political parties in the United States (Heywood, 2017). The Republicans, for instance believe in free market capitalism and have a preference for social order while also focusing on traditional and religious values ([republicanviews.org/republican-party-beliefs](http://republicanviews.org/republican-party-beliefs)). The relatively conservative and traditional beliefs of the Republican party are contrasted by the relatively liberal and open beliefs of the Democratic party ([republicanviews.org/democratic-party-beliefs](http://republicanviews.org/democratic-party-beliefs)). Due to these differences, it is likely that individuals who affiliate to the conservative parties would score lower on the traits that require a mindset which is open to new experiences. Results of the current study supported this hypothesis: higher scores on creative personality significantly predicted party affiliation. Specifically, the individuals who scored lower on the creative personality scale tended to support the Republican party whereas those who scored higher tended to support the Democratic party. Providing further credence to these results, recent research has shown that counties in the US with a higher percentage of Republican votes in the

2016 election granted lower number of patents (a measure of creative innovation) between 2011 and 2015 (Runco, Acar, & Cayirdag, 2017).

Social risk-taking and socio-political attitudes, in part, explained this effect. Specifically, social risk-taking and socio-political attitudes mediated the link between creative personality and party affiliation. These findings are consistent with previous research, suggesting that a person scoring lower on creative personality will tend to be averse to taking social risks (Tyagi et al., 2017) – an aversion associated with a compliance with authority figures and a preference for social order, conventionalism, and traditionalism (i.e. endorse RWA). Finally, these preferences for social order and traditionalism might prompt individuals to subscribe to a political party that endorses these views (such as the Republican party). In contrast, individuals scoring higher on creative personality were more likely to take frequent social risks, be open to new experiences, and had a lower preference for traditionalism (via RWA). This consequently predicted their affiliation to the relatively liberal political views of the Democratic party.

Previous studies investigating the association between RWA and creativity have provided only weak evidence for a negative link between these constructs (Rubinstein, 2003; Van Hiel et al., 2010). Results from the present research provided new evidence indicating a negative link between RWA and creative personality. Importantly, the present results provide novel insights by demonstrating a similar negative link between SDO and creativity. This is one of the first studies to examine SDO through its recently proposed sub-domains.

However, in line with the previous studies (Eisenman, 1992; Jost et al., 2003; Rubinstein, 2003; Salvi, Cristofori, Grafman, & Beeman, 2016), not all the measures of creativity were found to be linked to socio-political attitudes. Creative ideation was not correlated with socio-political attitudes suggesting that this link is specific to creative personality. In addition, creative ideation did not predict party affiliation. This difference likely



stems from the different nature of the two measures of creativity used in this study. The Runco Ideation Behavioral Scale measures creativity as a behavioral outcome of the creative mindset, whereas Creative Personality Scale captures creativity as a personality trait. This suggests that party affiliation is a behavioral outcome which is partially a product of creative personality and certain socio-political attitudes and beliefs which are interconnected through a tendency to take social risks.

Finally, it is important to discuss social risk-taking in the context of socio-political attitudes and party affiliation. Social risk-taking is a person's ability to take risks associated with a perception of threat to their status and a tendency to question authority (Blais & Weber, 2006; Weber et al., 2002). A person with right-wing ideologies has a higher perception of threat and a lower tendency to question authority (Duckitt, 2001). This arises, according to Duckitt's (2001) model, in part from punitive childhood socialization practices and a conformity to norms. Society is by its nature characterized by norms; children are educated to conform to the norms, and adults who are members of a society are expected to conform to its norms and may be ostracized or punished if they do not. Social risk-taking is essentially a contravention of the norms. This poses a challenge: social risk-taking can only exist in relation to norms, but if there is too much contravention eventually the norms will no longer exist. So why might social risk-taking be important? One possibility rests on the idea that social risk-taking is useful for the self-regulation of the society. A society without social risk-taking has no way to test its norms, there is no feedback, and such a system can easily reach extremes. A system with feedback is one that can self-regulate. This suggests that a society with no social risk takers is one which can easily head to extremism while a society which tolerates at least some social risk-taking is more stable. Runco (2018) emphasized that education for creative potential requires risk tolerance. Since social risk-taking is related to an individual's attitude rather than personality, and may consequently shift throughout life based on experience, it provides an interesting

target for intervention not only to foster a creative mindset but also to reduce extremism in society.

### **Limitations**

The present research only examined participants in the US, and it is unclear whether these findings generalize to other countries. Future research should broaden the scope of this line of investigation and examine the link in other socio-political environments. This could not only reveal the differences in party affiliation due to socio-political attitudes but also due to other cultural differences in the fundamental conceptualization of traits such as creativity and risk-taking (Shen, Hommel, Yuan, Liu, & Zhang, 2017). Second, this data is observational in nature, thus rendering it difficult to infer causality with any certainty. Finally, it is likely that political party affiliation is a product of a wide variety of factors, some more salient than others. This highlights the need to investigate socio-political attitudes and creativity in greater detail in conjunction with other important factors such as geographical location (Feinberg, Tullett, Mensch, Hart, & Gottlieb, 2017) in order to better predict political affiliation and consequent voting behavior.

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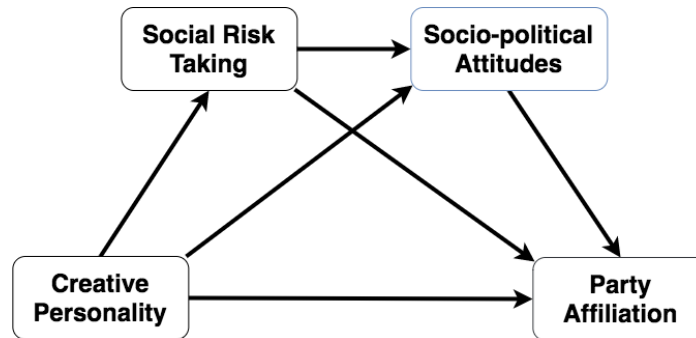
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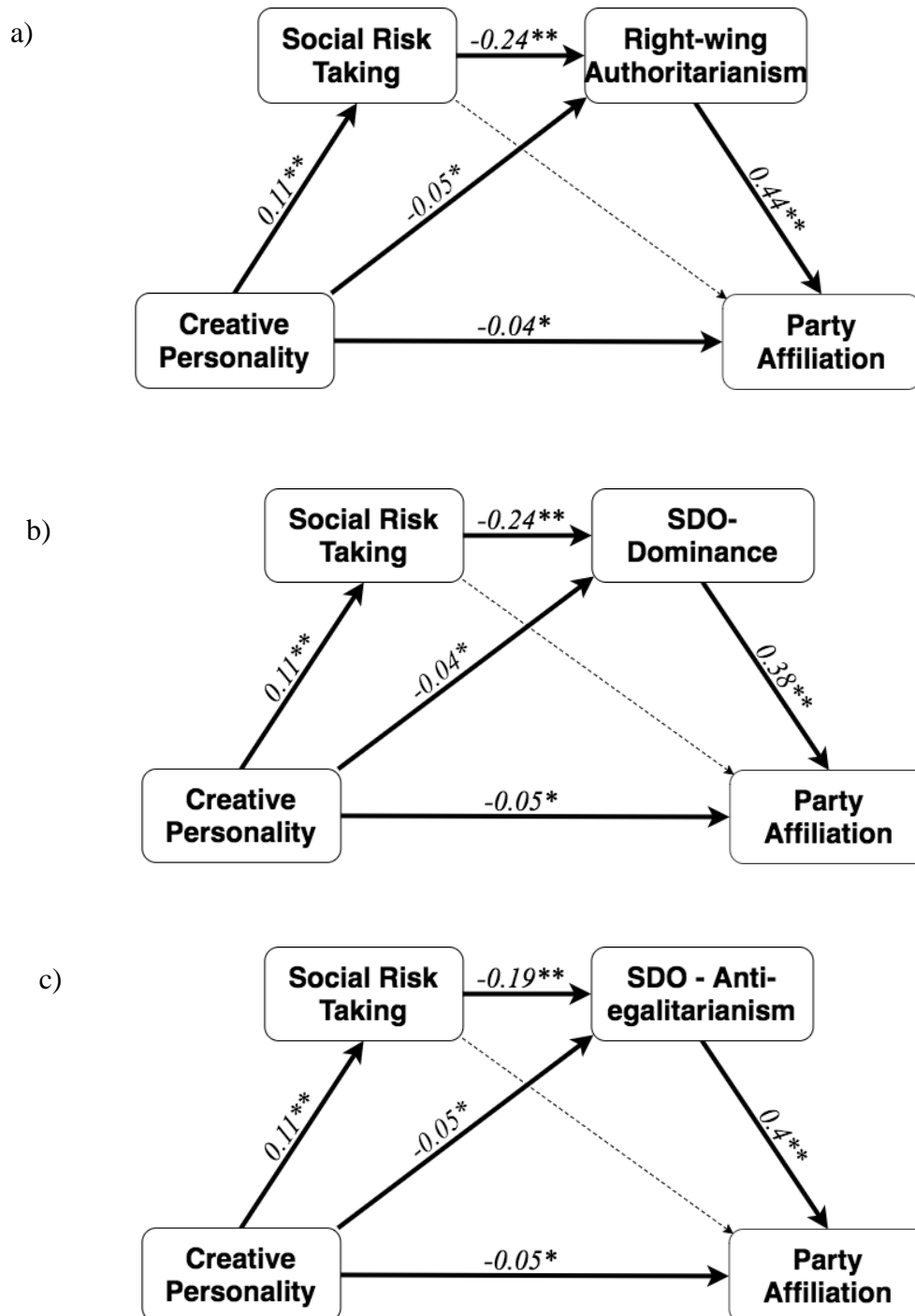
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*Figure 1.* Modeling the effect of creative personality on party affiliation via social risk-taking and socio-political attitudes. Proposed theoretical model tested in the current study for the effects of creative personality on party affiliation through social risk-taking and socio-political attitudes (measured by right-wing authoritarianism and the two sub-dimensions of social dominance orientation - dominance and anti-egalitarianism).





*Figure 2.* Path models for the prediction of party affiliation by creative personality through social risk-taking and (a) right-wing authoritarianism, (b) social dominance orientation – dominance and (c) social dominance orientation – anti-egalitarianism. Models with RWA (M1), SDO-D (M2), and SDO-AE (M3) were analyzed by three different path analyses. Solid arrows represent significant paths overlaid with their respective standardized path coefficients ( $\beta$ ) and statistical significance ( $*p < .05$ ,  $**p < .001$ ). Dashed arrows represent paths that were not statistically significant.



### Means, standard deviations and correlations

	Mean (SD)	1	2	3	4	5	6	7	8	9
1. Creativity	4.11 (4.05)	—								
2. Creative Ideation	1.7 (0.64)	.3** (1.23e +7)	—							
3. Social	4.93 (1.23)	.38** (1.21e +14)	.32** (1.21e +8)	—						
4. Recreational	3.06 (1.38)	.15 (6.04)	.29** (5.02e +6)	.28** (1.21e +6)	—					
5. Financial	2.72 (1.19)	.07 (0.15)	.22** (983.25)	.11 (0.83)	.49** (9.71e +26)	—				
6. Ethical	2.34 (1.17)	-.06 (0.12)	.17 (28.83)	-.01 (0.06)	.45** (4.65e +21)	.5** (1.85e +29)	—			
7. Health & Safety	3.06 (1.21)	.02 (0.07)	.2** (167.09)	.25** (25282.89)	.56** (6.15e +39)	.47** (5.17e +24)	.61** (4.61e +53)	—		
8. SDO-D	2.43 (1.36)	-.21** (468.84)	-.05 (0.11)	-.27** (188144.37)	.11 (0.6)	.22** (1862.74)	.31** (6.6e +7)	.2** (283.66)	—	
9. SDO-AE	2.58 (1.48)	-.18* (43.66)	-.07 (0.15)	-.21** (484.51)	.07 (0.15)	.18* (60.39)	.25** (17468.36)	.16 (11.25)	.81** (2.15e +195)	—
10. RWA	2.69 (1.47)	-.24** (16494.1)	-.02 (0.07)	-.28** (1.09e +6)	-.02 (0.06)	.12 (1.46)	.07 (0.18)	.04 (0.08)	.59** (1.44e +49)	.52** (4.1e +32)

*Note.* Pairwise correlation matrix with Pearson's correlation coefficients (in bold) and their respective Bayes factors underneath them. Statistically supported correlations are marked (\* $BF_{10} > 30$ , \*\* $BF_{10} > 100$ ). RWA = Right-wing authoritarianism, SDO-D = Social dominance orientation – Dominance, SDO-AE = Social dominance orientation – anti-egalitarianism.

Table 2

*Predicting party affiliation to the Republican party in comparison to the Democratic party*

	$\beta$	SE	$p$
<b>Creative personality</b>	– .11	.03	.0013**
<b>Creative ideation</b>	– .02	.19	.94
<b>Self-reports</b>	– .05	.14	.69

*Note.*  $\beta$  is the coefficient estimate of logistic regression, SE = Standard error

Table 3

*Mediating role of right-wing ideology on the link between creative personality and party affiliation*

Paths	RWA			SDO-D			SDO-AE		
	<i>a</i>	<i>b</i>	<i>c'</i>	<i>a</i>	<i>b</i>	<i>c'</i>	<i>a</i>	<i>b</i>	<i>c'</i>
$\beta$	-.08**	.43**	-.037*	-.07**	.37**	-.045*	-.07**	.4**	-.043*
SE	.02	.03	.015	.018	.042	.016	.02	.4	.015
<b>Mediation/Indirect effect of right-wing ideology</b>									
	RWA			SDO-D			SDO-AE		
$\beta$	-.034			-.026			-.028		
SE	.009			.007			.009		
<b>95% CI</b>	[-.052, -.017]			[-.041, -.012]			[-.046, -.012]		

*Note.* Results from the mediation analysis of paths a (creativity to socio-political attitudes), b (socio-political attitudes to party affiliation) and c' (creativity to party affiliation).  $\beta$  is the path coefficient, SE is the standard error and \*\* indicates  $p < .001$  while \* indicates  $p < .05$